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10 BLOCKBUSTER INC.

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13 UNITED STATES DISTRICT COURT
14 NORTHERN DISTRICT OF CALIFORNIA
15

16 NETFLIX, INC., a Delaware corporation,

17 Plaintiff,

18 v.

19 BLOCKBUSTER INC., a Delaware corporation,
20 DOES 1-50,

21 Defendant.

22 AND RELATED COUNTER ACTION
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Case No. C 06 2361 WHA (JCS)

NOTICE OF APPEARANCE

TO ALL PARTIES AND THEIR ATTORNEYS OF RECORD:

PLEASE TAKE NOTICE that attorneys Donn P. Pickett, Mary T. Huser and Adrienne L. Taclas from the firm of Bingham McCutchen LLP, members of the State Bar of California and admitted to practice before this Court, hereby enter an appearance as co-counsel on behalf of Defendant and Counterclaimant Blockbuster Inc. All pleadings and other papers served on Blockbuster Inc. should also be directed to Bingham McCutchen LLP at the addresses set forth below.

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DATED: April 13, 2007

Bingham McCutchen LLP

By: /s/ Donn P. Pickett
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